



Michigan Steps Up **Healthy Businesses**

Step 1. Move More Step 2. Eat Better Step 3. Don't Smoke



Quotes from Michigan Business Leaders

"The economic and social costs associated with an unhealthy population have a dramatic impact on Michigan's ability to compete and succeed in the 21st century economy. If we are to attract new businesses and create jobs, we have to have healthy, productive workers."

Governor Jennifer M. Granholm, May 4, 2004

"At General Motors, we believe that a strong company requires a healthy workforce . . . we supported this belief with the launch of *Lifesteps*, a comprehensive health and wellness program . . . Healthy lifestyles are the most cost effective alternative."

Rick Wagoner, CEO of General Motors

Leading By Example, A Partnership for Prevention Publication

". . . companies may take one look at a locality with less than favorable health statistics and be scared off by the potential impact on their bottom line. Physical health and economic health go hand in hand."

David Hollister, Director

Michigan Dept. of Labor & Economic Growth

"In survey after survey, our members complained that the high cost of health insurance was the greatest threat to their profitability and they wanted help."

Michigan Chamber of Commerce

"At Dow, our analysis shows that prevention can improve both our direct and indirect health related costs. Our profit potential is inextricably linked to the capability and performance of our employees."

Andrew Liveris, CEO of Dow Chemical Company

Leading By Example, A Partnership for Prevention Publication

"Current efforts by the state of Michigan to encourage healthy lifestyles, prevent disease, and otherwise promote health should be expanded. Specifically, the state should consider further steps to support health promotion efforts in the state, including workplace initiatives."

Healthcare Costs and Premiums: Michigan Compared with Selected Benchmark States

Altarum Report 2004

"Improvements in the health risk profile of a workforce have been shown to reduce health care costs and worker absenteeism . . . Individuals who are in the low risk categories and who practice preventive behavioral choices have fewer medical claims in all categories including absenteeism . . ."

Improving Health, Improving Business from the National Business Group on Health

"Encourage employees to live healthier lives. Fill vending machines with healthy food . . . establish walking programs during lunch hour . . . implement incentives to employees such as non smoking discounts on benefit premiums."

Toni C Talbot, Chair Health and Human Resource Policy Committee

Michigan Forward, A Michigan Chamber of Commerce Publication

"Physically active employees who eat healthy and don't use tobacco products are employees who are at work more often, being more productive, making fewer claims on health insurance, and drive a healthy economy."

Michigan Steps Up Business Group Staff